

APPLIED BUSINESS SUPPORT



- Working for Business Growth

Establishing an International Presence for the Small Business

Preparing for Exporting

What's it About?

This slideshow and others coming are about **exporting information for the small business**

We're building a library of short slideshows about all aspects of exporting to help small businesses

Going International should be profitable but there are risks for the inexperienced small business starting out

Risks can be mitigated with a little know-how



Slideshow Overview

Some thoughts for the first time exporter:

- Why do you want to sell overseas?
- Are you - the Owner/Manager - personally prepared?
- Are your staff ready?
- What extra resources might you need?
- Impact on current business?
- What's the very first step?



Why Sell Overseas?



Why Sell Overseas?

Companies usually **go international** for one main purpose. It's to **grow the business** for reasons like these below. If your reason doesn't seem so strategically watertight as these, you might need to rethink exporting at this stage:

- Home market is now limited for sustainable growth
- Home market too competitive
- Home market margins are too tight
- Fewer barriers in overseas markets



You and Your Resources



The Owner/Manager - Are You Prepared?

Just like business in general, exporting should be enjoyable as well as profitable

Yet overseas visits can involve unsociable hours and maybe cramped long haul flights

Considerable time away can impact on relationships with loved ones

Often



The Owner/Manager - Are You Prepared?

Often the onus for overseas travel is on the Owner/Manager, demanding a reasonable level of fitness and a clear understanding with close ones of what's involved

If a lot of travel might be an issue for you, consider alternatives like using an experienced freelance or a full- or part-time sales person



Staff Resources

The capabilities of your staff will be a big contributor to your success in exporting

At some time you might need new staff with international selling experience

Meanwhile



Staff Resources



Staff Resources

Meanwhile, your existing staff are key to starting off on the right footing. Your ability to train and delegate will influence how much focus you as Owner/Manager can dedicate to the exporting project.

Training might be needed in areas like:

- Market research
- International payments
- Currencies and forward contracts
- International logistics
- Languages



Staff Resources

Now is the time to push out the boundaries of team management. As leader, using your key leadership skills will help you.

Trust in the skills of your staff by **delegating**. Remove barriers to achievement by **facilitating** and **mentoring**

Keep everyone **informed**. Staff get concerned about **change**. Involve and update them regularly about what is planned and what progress has been made.



Cash Resources

Compared to home market selling, there can be extra costs for international marketing such as:

- Travel
- Channel support and management
- Insurance (for trading with N America)
- Legal agreements
- Compliance with relevant international standards.



Impact of the New Project

+ or - ?



Impact on Current Business

A problem with starting any new strategic initiative like exporting is that other key activities can get neglected

Sometimes resources get thinned out and important things that need action can be by-passed - even temporarily

Don't



Impact on Current Business

Don't let your valuable home market business suffer by taking your eye off this ball

There's no point losing key domestic customers, just to expend 5 times more effort and costs (yes - that's not unusual!) having to replace them in the home market or overseas



The Next Step



The Next Step

Market Research!

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For example:

- What are the market sizes?
- Which country first?
- Is the product right for the market?
- How good is the competition?
- Which sales route to use?



Building a Library

Future slideshows:

More on preparing for exporting



Organising and Managing your channels



Growing your exports



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"Advice and hands-on support for internationalising business activities, solving strategic business management issues, and commercialising technologies"